

# A CASE STUDY

OF SERVICES PROVIDED TO GAME GROUP BY ROUND AND RED CREATIVE





## THE CLIENT

GAME Group is Europe's leading specialist pc and video games retailer. They are the only company in their sector to be listed on the London Stock Exchange. Worldwide GAME has over 1,300 stores trading under two brands: GAME and Gamestation.

*"What a great job, thanks to all at Round & Red and Repropoint. We liked it so much we had to enter it for an award... and we won!"*

Sharon Wisniewski  
Marketing Manager

## THEIR PROBLEM

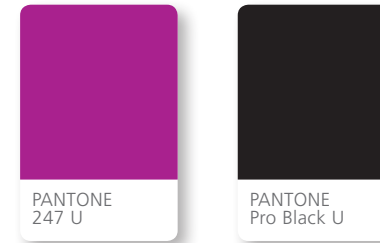
- Game needed to update and revitalise their existing staff training program. The Training program consisted of several elements which became detached and lost during use. Whilst the brief was fairly simple, the challenge was to keep all elements of the program together, the DVD, Challenge Cards, Trainer's Guide, Communications Board and Pen. And ensure that the brand values for GAME were consistent throughout.

## OUR SOLUTION

- Working closely together Round & Red and Repropoint delivered the perfect solution. Round & Red gave the collateral a fresh look and Repropoint produced top quality printed materials that were robust enough to go the distance in a tough retail environment.

# GAME

*The next level*



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**Futura**

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**Verdana**

## BRAND DEVELOPMENT

Brand integrity & quality were paramount throughout the design, production and implementation of this training programme for GAME. The paper stock & weight was carefully selected for its durability. As with all projects Round & Red And Repopoint worked effectively within the existing brand guidelines. The HP Indigo printer used to print the collateral was the only choice. The HP Indigo's IndiChrome 6 colour palette adds Violet and Orange to CMYK which greatly extends the colour range, delivers advanced brand colour matching and provides more lift and vibrancy to each page.

PRODUCT

After producing several concepts the traditional stitched leather ring binder ticked all of the boxes. R&R's buying policy kept the production of the 500 binders within the UK, while all other elements were produced on site at the Woking HQ.



## DELIVER

The unique Xcite training programme was named Sales Training Programme/Initiative of the Year at the National Sales Awards. The Xcite programme is still going strong and is a fantastic resource for area managers, managers and all retail staff. Off the back of its success we are currently working with Game to refresh the literature contained in the folders for 2011!





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